

Assessment of Master Thesis

Master Thesis supervisor: Ing. Ludmila Štěrbová, CSc.

Master Thesis author: Myriam Medard

Title: International development -- HERITAGE BRANDS:How corporate heritage and brand stewardship contribute to the valorization of brand image and strengthen corporate marketing? The Case of Rémy Martin

Demand factors:		
Theoretical background	<i>Average</i>	Above - average
Data used	<i>Average</i>	Above – average
Methodology used	<i>Average</i>	Above - average

Criterion	Scale			
	Excellent	Very good	Satisfactory	Unsatisfactory
Overall objective achievement	X			
Self-reliance of author	X			
Logical structure		X		
Using of literature, citations	X			
Adequacy of methods used		X		
Depth of analysis		X		
Form of MT: text, graphs, tables		X		
Felicitousness	X			

Usefulness of results in practice and theory: *average*

Discussion topic for defense:

How can the history of a brand contribute to the profit of a company? How long the history should be? What historical components of a brand should be strengthened and by which marketing tools?

Master Thesis is **recommended for the defense**

Grade proposed **very good**

Prague, 15 November 2011

Signature of academic consultant